



新世界百貨中國有限公司

New World Department Store China Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 825)

31 March 2009

Dear Shareholders,

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATION

The Company offers its Shareholders the choice to receive Corporate Communication either: (i) in printed form, in either English language version only, in Chinese language version only, or in both English and Chinese language versions; or (ii) by electronic means through the Company's website to the extent permitted under the applicable laws and the Company's constitutional documents.

“Corporate Communication” includes any document to be issued by the Company for your information or action, including but not limited to, directors' report, annual accounts together with a copy of the auditors' report and, where applicable, the summary financial report, interim report and, where applicable, the summary interim report, notice of meeting, listing document, circular and proxy form.

Even if you have made your election, you are entitled to change your election of language and/or means of receipt of Corporate Communication at any time by reasonable notice in writing in the following manner: (i) through the Company's branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited, (the “Hong Kong Branch Share Registrar and Transfer Office”) of 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong; or (ii) by sending such a notice by email to is-ecom@hk.tricorglobal.com specifying your name, contact telephone number, address and request. If you choose the Website Version Option, and, for any reason, have difficulty in receiving or gaining access to the Corporate Communication, you will promptly, upon request, be sent the Corporate Communication in printed form free of charge. If you do not provide your email address, a printed notice of availability of the publication of the Corporate Communication on our website will be sent by post to you at your address as appearing in our register of members maintained by the Hong Kong Branch Share Registrar and Transfer Office or at any other address supplied by you to us for the purpose.

Both the printed English and Chinese language versions of Corporate Communication will be available from the Company or the Hong Kong Branch Share Registrar and Transfer Office on request, or electronic copy of the same, in an accessible format, on the Company's website at www.nwds.com.hk and, in electronic format, on the Stock Exchange's website at www.hkexnews.hk.

ACTION TO BE TAKEN

Please tick the appropriate box in the enclosed Reply Form, sign and return the same with the enclosed pre-paid envelope to the Hong Kong Branch Share Registrar and Transfer Office on or before 30 April 2009 (the “Relevant Date”).

If we do not receive the completed Reply Form on or before the Relevant Date and until you inform us by reasonable notice in writing, we will send you a printed Chinese language version of each future Corporate Communication if, according to the register of members of the Company maintained by the Hong Kong Branch Share Registrar and Transfer Office, you are a natural person with a Chinese name and have an address in Hong Kong; otherwise, we will send you the printed English language version.

Should you have any queries relating to this letter or the above arrangements, please call the enquiry hotline at (852) 2980 1333 during business hours (9:00 am to 6:00 pm, Monday to Friday, excluding public holidays).

Yours faithfully,
For and on behalf of
New World Department Store China Limited
Wong Kwok-kan, Kenneth
Company Secretary